

LEO BURNETT U.S.A.

a subsidiary of Leo Burnett Companies, Inc.

Ad #164D, R2Q 88-90770 - Page 4/C B34 (8 1/4 x 11 1/2) "New Concord-First Menthol" Nat'l Off Mags, 1985  
Printed in U.S.A.

## New Concord. The first menthol with adjustable flavor.



*"I control the flavor.  
I like that."*

For a light,  
refreshing ultra low  
tar, twist arrow to  
thinnest bar.

For a cool, rich  
low tar,  
twist arrow to  
thickest bar.

**Great taste  
at every turn!**

# CONCORD MENTHOL



Not available in all areas. © Philip Morris Inc. 1985

**SURGEON GENERAL'S WARNING: Cigarette  
Smoke Contains Carbon Monoxide.**

Maximum: 15 mg "tar," 1.0 mg nicotine, minimum: 5 mg "tar,"  
0.5 mg nicotine av. per cigarette by FTC method.

"Tar" and nicotine vary depending upon position of arrow on filter.



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